

Social Media Marketing Plan for iHelp Finland Oy

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Abstract

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<p>Social media plays a big role in almost everyone's life today. As a huge portion of people are using different social media sites, it is only natural that companies and marketers find their way there, too. Social media marketing is a form of any direct or indirect marketing that raises recognition, awareness and action for businesses and products. Social media marketing happens in different social media sites, such as Facebook, Instagram. It can also be content sharing, blogging and networking.</p> <p>This thesis was commissioned by iHelp Finland Oy, a company that specializes in smart phone repairing services. The company operates nationwide via its website, and has multiple repair shops throughout Finland. The outcome of the thesis is to create a social media marketing plan for iHelp that works as a guideline for improving the company's social media marketing activities.</p> <p>The thesis focuses on social media platforms that the company is already using, Facebook, Instagram, Twitter and YouTube.</p> <p>The theoretical framework of the thesis was built by studying relevant literature, articles and websites. A questionnaire about the current social media marketing activities of the commissioning company was sent to the company representatives to gain knowledge about their current status and future goals.</p> <p>By compiling information from literature, desktop research and company interview, a foundation was built to create the social media marketing plan.</p> <p>The development process of the plan included a situation analysis, defining the social media mix, defining social media goals, and defining strategies.</p> <p>The marketing plan includes instructions on how to use different social media platforms, it introduces a crisis management plan and social media content bank and has further suggestions for the company to develop their social media marketing.</p>	
Keywords Social media marketing, marketing plan, paid marketing, content, social media platforms, crisis management.	

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1 Introduction

This chapter will give background for the thesis topic and tell what is done and how. The chapter firstly introduces the research and investigative questions, later demarcating the topic and explaining the international aspect of the thesis.

1.1 Background

Social media is a big part of the everyday life of people today. The most used platforms have incredible amount of active users. Facebook has a stunning 1.04 billion active daily users worldwide (Facebook 2017) and Instagram has more than 400 million active daily users. (Instagram 2017). For companies the huge amount of users is a big opportunity just waiting to being made use of.

In social media companies can reach their target audience easily with low costs. Social media does hav its own risks. Companies have to be careful on what to share and where to interact with people in social media. The 4Ps of marketing, product, price, place and promotion do apply also on social media and wrong kind of content in the wrong platform might actually be harmful for a company.

For the case company social media plays a crucial role in marketing. iHelp is a growing company and does not have a lot of money to spend in expensive marketing campaigns. Social media is one of the most important marketing channels for the company.

Social media marketing plays also an important role professionally for the author. The know how of social media marketing is an important skill in todays work life and social media professionals are a valuable asset to companies. The thesis will admittedly be a learning process and on top of that a good proof for the skills in the field, hopefully helping out in the future.

1.2 Project objective

The purpose of this thesis is to examine the current marketing activities of iHelp Finland Oy and see what the company is currently doing in social media marketing. After this a social media marketing plan is developed and offered for the company. The plan is supposed to act as a guideline to further develop their social media marketing activities.

The project objective is to develop a social media marketing plan for iHelp

The project tasks are the following:

PT1. To conduct research about the company's current social media marketing to see what is done now

PT2. To research social media marketing to gain understanding about how it works and to gain tools that help create a plan for the company.

PT3. To make suggestions for the company on where they can do better in their social media marketing.

PT4. To evaluate the project

Table 1 below presents the theoretical framework, research methods and results chapters for each investigative question.

Table 1. Overlay matrix

Project tasks	Theoretical Framework	Research Methods	Results (chapter)
PT1. To conduct research about the company's current social media marketing to see what is done now	Writing theoretical framework	Interview, desktop study	Current marketing activities at iHelp Finland Oy
PT2. To research social media marketing to gain understanding about how it works and to gain tools that help create a plan for the company.	Writing theoretical framework	Researching measurement tools, Google, FB, Instagram	Social media marketing
PT3. To make suggestions for the company on where they can do better in their social media marketing.	Utilizing theoretical framework	Desktop study / interview	Social media marketing plan
PT4. To evaluate the project		Get feedback	Evaluation

1.3 Demarcation

This thesis will only concentrate on the social media platforms that the company is using at the moment. These are Facebook, Instagram, Twitter and YouTube. There plenty of other social media platforms that can be used in marketing, but adding those would be too time consuming and the company might not be interested in using them.

1.4 International Aspect

iHelp Finland Oy is a young, growing company with an aim to expand the business abroad in the future. Most of the company's marketing is currently done in social media and the company operates both online, and has physical shops. By developing the marketing activities, it is possible to reach non-Finnish customers and possibly expand the postal services to other countries.

1.5 Benefits

The party benefitting most of the thisis is iHelp Finland Oy.

The company mainly operates online, and examining and developing the company's mar-

keting activities can lead to more sales and bigger customer shares on the competitive market. By developing the marketing activities in-house, it is possible for the company to lessen the amount of bought marketing services. Other benefiting parties are the company's customers, who can get better service as the company concentrates on serving them in the most efficient way. The author also benefits from the thesis, as he gets to research a growing Finnish company and work with the developments suggested in this thesis afterwards.

1.6 Case Company

iHelp Finland Oy is a Finnish smart phone and tablet repairing company based in Oulu, Finland that was established in 2013. The company operates in Finland through a post service that covers the whole country. iHelp also has physical shops in Oulu, Helsinki, Espoo, Tampere, Turku, Kemi, Kajaani, Järvenpää, Lohja, and Rauma. iHelp offers repairs for the most popular smart phone brands, such as Apple, Samsung, Sony, Huawei and Lg. The company had a turnover of 1.6 million in 2016 and it currently employs more than 20 people.

When the management of the company heard that the author was doing the thesis about marketing, they inquired if it was possible to do something for iHelp. After a brief discussion with the CEO and the sales manager, they came in to an agreement that a social media marketing plan was something the company really needs. The company currently has no clear marketing plan. The plan is really needed so that the company can start to manage their own marketing activities and to see the results that it bears.

1.7 Key Concepts

Social media is described as "forms of electronic communication (as web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)".
(Merriam-Webster)

Social media marketing "Social media marketing is the use of social media to facilitate exchanges between consumers and organizations. It's valuable to marketers because it provides inexpensive access to consumers and a variety of ways to interact and engage consumers at different points in the purchase cycle." (Tuten & Solomon 2015, 37).

Content marketing, "Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a

clearly-defined audience — and, ultimately, to drive profitable customer action.” (Content Marketing Institute.)

Marketing channels, in the thesis when discussing about marketing channels, different social media platforms, such as Facebook, Instagram, and so on are meant.

Crisis management, The identification of threats to an organization, and methods used by the organization to deal with the threats. (Investopedia)

1.8 Social Media Keywords

Hashtag "is a word or a phrase preceded by the symbol # that classifies or categorizes the accompanying text" (Merriam-Webster).

Facebook page "A Facebook page is a public profile created by businesses, organizations, celebrities and anyone seeking to promote themselves publicly through social media" (Technopedia).

Facebook likes are explained by Techopedia as being a social plugin provided by Facebook to other websites, that users can click. Once the like button is clicked the content shows on the users Facebook News Feed (Technopedia).

Facebook news feed is the main feed on users Facebook page. The news feed shows updates from people and pages the user has decided to follow on Facebook. Also advertisement is shown on the news feed (Technopedia).

Tweet is a 140 characters long message that users can send in Twitter. Tweets can also include pictures and videos. (Twitter)

Landing page is a page that a user will arrive to after clicking a link. Landing page is usually a company's home page, but not always (Technopedia). In Facebook, the landing page is the main Facebook page of a user or a company.

2 Social Media Marketing

This chapter explains social media marketing, first defining it and explaining about different social media marketing channels. The chapter then focuses on marketing mix and promotion mix, explaining what they mean

"Marketing is considered as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Normally it is considered that companies accomplish these goals through the classic marketing mix, the 4 Ps. The 4 Ps of marketing consist of Product, Price, promotion and Placement. As social media is now a big part of almost everyone's life, it is essential to add a 5th P to the mix: Participation" (Tuten & Solomon 2014, 14).

2.1 What Is Social Media Marketing

The following chapter concentrates about explaining social media marketing.

A simple definition of marketing is the activities that are involved in making people aware of a company's products, making sure that the products are available to be bought, and so on.

Social media marketing, according to Gunelius can be defined as a form of any direct or indirect marketing that builds awareness, recognition, recall and action for a business or a product. It is carried out using social web tools, such as blogging, social networking or content sharing. (Gunelius 2011, 10.)

Social media marketing can include a wide variety of tactics, such as sharing promotions on Facebook and Twitter, uploading a promotional video on YouTube, or writing a blog. As social media marketing is evolving all the time, there is no written set of guidelines that marketers can easily follow. (Gunelius 2011, 10.)

Social media and online marketing has changed the way customers and companies communicate. Before social media, the way marketing was done was mostly one-sided communication. Companies communicated with customers through traditional marketing channels, TV, print and radio. (Kabani 2010, 1.) There used to be no way for the customers to communicate back. In social media, the situation has changed. Companies create content for their potential customers and the customers can react to the content directly, asking questions and commenting on the content that they see. As the content is always

more or less public, it means that when a customer for example asks a question about the content, the company has to answer back and interact with the customer. What has also changed, is that companies cannot rely just on few preferred platforms of media they use, but have to find out what channels their target customers are using and use those channels to communicate with them. (Kabani 2010, 5-6.)

Social media application can be any of the following: a website like Facebook, an application embedded in a website, like a commenting section on a news site or an application or a widget on a mobile device, such as mobile games. (Miller 2013, 87).

Social media offers marketers numerous different channels and functions that they can utilize. These are for example networking, information sharing, viral communication, commenting and reporting, polling and surveying, rating and reviewing, gathering, checking-in, mobilizing, crowdsourcing, group deals, and entertaining. (Miller, 2013, 87-88)

Miller discusses in the book *The Social Media Industries*, about how social media is providing companies more channels to utilize their traditional marketing strategies, plans, and activities. These are for example:

- Relationship building: customers can interact with company spokes persons.
- Earned exposure: After building trust to a company and its products, customers often share their positive experiences to their colleagues through social media.
- Authentic insight: Social media sites often have comments and experiences from public and anyone can join and read the conversation.
- Search engine visibility: Search engine sites such as Google include social media interactions in their algorithms for ranking websites.
- Cost saving: Social media marketing is cheaper than traditional media marketing, such as TV, radio, newspaper, magazines, and billboards.
- Trackable results: Social media sites provide marketers a lot of data to analyze and fine-tune their activities. For example Google analytics provides data about website traffic for free. (Miller 2013, 89-90.)

Social media has become a part of our daily lives almost everywhere around the world. When one social media platform loses its popularity, another one emerges and takes the lead. We publish all kinds of things on social media, like what we eat and how we feel. Nowadays people also talk about service and customer experiences in social media. If we get bad service in a restaurant, we blast about it on Twitter, if the food was great and the waiter polite, we post pictures about it on Instagram and recommend the place in Face-

book. Social media has become so important to us, that also companies have to invest time, effort and money in it.

The social feedback funnel in figure 1 shows the impact of social media to the classic purchase funnel. In the classic funnel on the left side is the marketer generated stages, which potential customers move towards the ultimate goal of purchasing (Evans 2012, 40.)

Dave Evans explains in the book *Social Media Marketing An Hour A Day* that "the social feedback cycle is set in motion by a post-purchase opinion that forms based on the relationship between expectations set and the actual performance of the product or service. This opinion drives word of mouth and word of mouth ultimately feeds back in to the purchase funnel in the consideration phase." (Evans 2012, 45.)

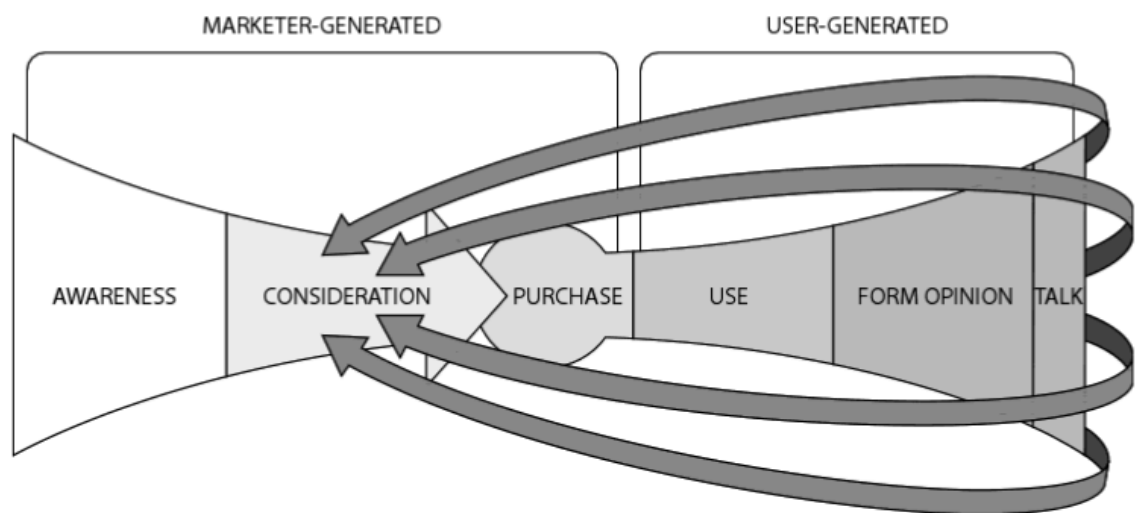


Figure 1: Social Feedback Cycle (Evans, D 2012)

2.1.1 Social Media Marketing Channels

"The social web is the online place where people with a common interest can gather to share thoughts, comments and opinions" (Weber 2009, 4).

Figure 2 below shows the size of different social media platform. In the figure we can easily see that the four biggest social media platforms are Facebook, YouTube, Instagram and Twitter.

Top 15 Social media platforms in users

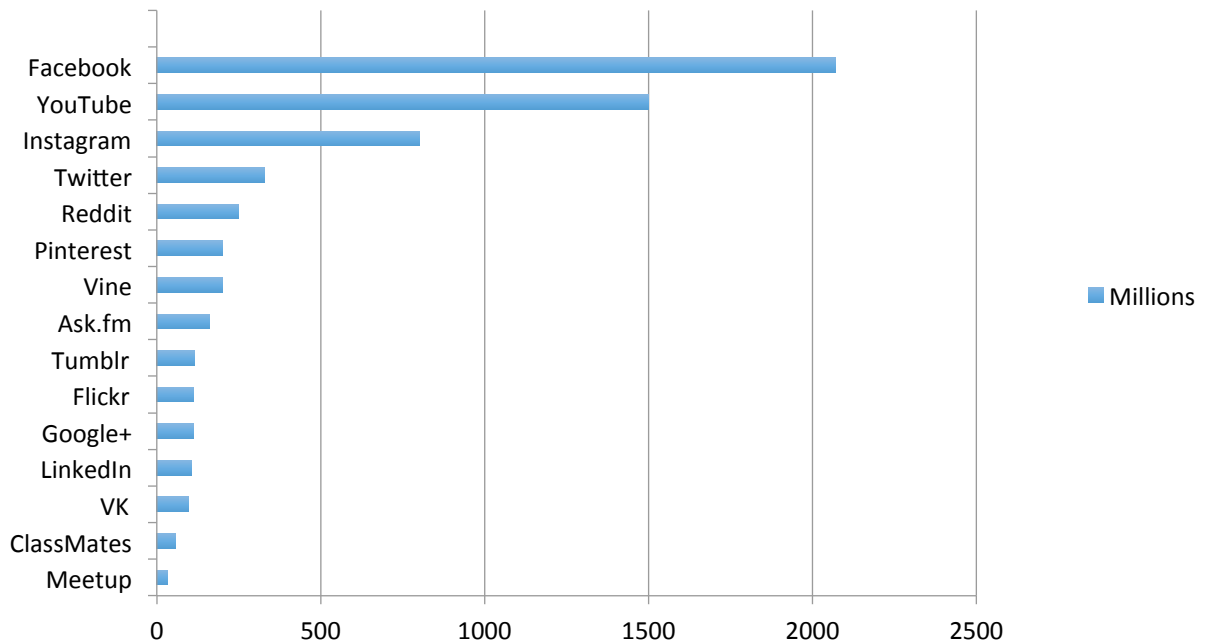


Figure 2: Top 15 most popular social media sites (Helanen, edited from Dreamgrow 2017.)

In the following chapter, the four biggest channels are discussed more. These channels are also the same ones the target company uses in social media. In addition to the four biggest channels, also blogs are introduced.

2.1.2 Facebook

Facebook was founded in 2004 by Mark Zuckerberg, while he was studying in Harvard University. The site was then called TheFacebook and it enabled Harvard students to create and share online profiles (Goff 2013, 36.). Today Facebook's mission is to give people the power to build community and bring the world closer together. Facebook is used to stay connected, discover the world and to share and express. (Facebook 2017.)

Facebook has 1.32 billion daily active users on average and it was the first social media channel that exceeded 2 billion monthly active users on June 30, 2017 (Facebook 2017).

Facebook is mostly used by individuals who set up their personal profile and with that stay connected, interact and publish content, such as text posts, videos, and photos. Users can easily follow and like other pages, like brands and companies on Facebook to get informed every time they post something new on their pages. The posts of other people and pages liked by the user, are all gathered in the users news feed.

Companies can use Facebook to interact with the customers directly, by answering their questions, posting marketing material and keeping them updated about the latest news and promotions.

2.1.3 YouTube

YouTube is a video sharing platform owned by Google. YouTube was founded in 2005 and it now has over one billion users all over the world. YouTube has launched a local version of the site in more than 88 different countries and can be used in 76 different languages. (YouTube 2017.)

In YouTube users can share, watch, comment and like video material. YouTube recommends videos to users according to their watching history and users can follow different channels that they are interested in. The most viewed videos in YouTube are mostly music videos, with billions of individual views. YouTube users can gain a huge follower base, and the single most followed user in YouTube is called PewDiePie with more than 57 million individual followers. (YouTube 2017, Pewdiepie 2017.)

Companies mostly use YouTube to post marketing and informative videos. Some companies also give out free products or pay money to popular YouTube users in exchange for visibility in their channels.

2.1.4 Instagram

Instagram is a mobile image sharing platform and it was founded in 2010. The company was bought by Facebook in 2012 and in April 26, 2017 Instagram reached 700 million active users. (Instagram 2017.)

Instagrams main idea is simply to share and view photos and short videos. Instagram pictures can be browsed on a computer, but the actual posting of the pictures can only be done with a mobile device. Instagram users can interact with each other by liking pictures, tagging other users in their posts and sending direct messages to one another. Instagram profiles can be set to public, so that everyone using the application can view all the content posted by the user, or to private, so that users can request the permission to view the content.

According to Munro, Instagram users spend an average of 257 minutes on a monthly basis on the platform and 47% of Instagram users rank it as their top 10 channel used for product discovery. 45.6% of Instagram users are more likely to remember a brand that does social media marketing than in other traditional media. (Munro 2015.)

Companies use Instagram in a similar manner to YouTube. They try to post attractive marketing material there and get likes and shares. Just like in Facebook, in Instagram companies also use the more popular users to advertise their products.

2.1.5 Twitter

Twitter is a microblogging site that was founded in 2006. Twitter allows users to send tweets that can contain a maximum of 140 characters. In these tweets users can also include links, pictures and videos. Users interact with each other by commenting tweets and re-tweeting them.

According to Statista, there are about 330 million active Twitter users in the world and it names Katy Perry the most followed person on Twitter, with 96 million followers (Statista 2017).

Gunelius writes that Twitter is often assumed to be just another social media site, and a micro blogging platform. It can be both of them, but primarily it serves as a real-time information network powered by people around the world. (Gunelius 2011, 242.)

2.1.6 Blogs

Blogging means the act of creating usually a short-form content about a selected subject that is posted to a website in a section that is designed for them. The subjects are determined by the business of a company, so that they relate to the field where the company works in. (Wainwright 2015.)

Blogging is a marketing tactic that can gain online visibility, influence customers and drive traffic to a website. When companies write blogs, their website keeps updating all the time, and this helps for example in generating search engine hits. Having search engine hits means more traffic to a website. Blog posts can also be shared in different social media sites, driving the social media followers to a company's own website. When the followers are driven from the social media sites to the company's website, they have a good possibility to turn in to sales leads. (Wainwright 2013.)

2.2 Paid, owned and earned media

To develop a functioning social media marketing strategy, marketers need to understand a more complex and competitive buying environment than before. To help create a strategy to reach potential customers online, three main types of media channels are referred, paid, owned and earned media.

Paid media is a form of media that is bought by the company. Paid media can be for example TV commercials, sponsored Facebook posts, or Google advertisements. In internet, the payment usually occurs from each individual visitor, that has reached the desired site through the paid advertisement. (Chaffey & Ellis-Chadwick 2016, 11) iHelp Finland uses a mainly Google for its paid adverts, so that people searching smart phone repairs see the company's site more often. The company doesn't use traditional paid media, such as TV, radio or print.

Owned media is owned by the company. It can be for example a website, a blog, or a social media presence. This media can also be offline media, consisting of for example brochures and stores. The company controls this media by them self. (Chaffey & Ellis-Chadwick 2016, 288.) The case company iHelp uses social media to create and share their original content and share links to their website blog. The stores also have discount leaflets to give to the customers.

Earned media means the publicity created by other people about the company. The audience is reached by word-of-mouth, editorials, online comments and sharing. A company can start a viral campaign that people start to talk about, a blogger might mention a company or its product, or a Facebook user might suggest a service to friends. (Chaffey & Ellis-Chadwick 2016, 12.) Earned media is important in the case company's line of business as potential customers often compare prices and experiences. This is why iHelp invests time on getting feedback and reviews from customers and if a negative review or a feedback is received, the company tries to make up for the situation.

2.3 Social Media Marketing Goals

According to Jim Sterne there are only three goals in social media marketing that matter, they are to raise revenue, lower costs and increase customer satisfaction. If something a company is doing does not result in an improvement in one or more of these goals, time and effort is wasted. These three elements should always be considered together, for ex-

ample if you can increase revenue, but it also increases costs, the efforts are lost. (Sterne 2010, 5-7.)

Juslén writes that a Facebook advertising campaign can be used normally to achieve one single goal. But on top of that goal, several so called "side products" are also generated. For example if a campaign is run on Facebook in order to generate conversions and leads to a website, that campaign can also generate more Facebook likes, Facebook video views and redeemings of offers. (Juslén 2016, 95-96.)

According to Juslén setting goals go hand in hand with achieving desired results. When results are measurable things, goals can also be set. This includes thinking of the following things, how much, when, and with what kind of costs. (Juslén 2016, 119.)

Juslén proposes a so called SMART-model when setting goals. SMART comes from the words specific, measurable, achievable, relevant, and time-bound. (Juslén 2016, 120)

- **Specific** means that the goal is understandable by everyone the same way. For example 10 pieces of product X sold.
- **Measurable** goal can be measured unambiguously, which practically means it can be measured in numbers.
- **Achievable** means that the goal is not unrealistic on the basis of past performance and available resources.
- **Relevant** goal is something that brings value for the company.
- **Time-bound** goal has a specific time that the goal is meant to be achieved. Without time-bounding, the goals become ineffective.

2.4 Crisis Management

As social media makes it possible for people to talk about their experiences with companies in real-time, the companies must expect that conversation can also be negative. Participating to the conversation can help companies to get through the crisis. (Scott 2013, 273)

When crisis occurs in social media, companies can't just let it be. According to Hyder the worst action in crisis situation is taking no action. Ignoring a crisis or trying to bury it only makes things worse. Companies have multiple different ways to try to make the situation better. They can for example make a blog post or handle the subject in their social media channels, but the main step in these kind of situations is to contact the person responsi-

ble. If a mistake has happened, the company needs to apologize, clarify, and do what needs to be done in order to rectify the mistake. If needed they can make a public announcement where they apologize and clarify the situation to the public. It is also suggested that the correcting steps are explained to the public, what will be done so this does not happen again. In social media crisis management, transparency is important. (Hyder 2016, 20.)

3 Social Media Marketing Plan Development

This chapter first goes through the process of completing the social media marketing plan, analyses the current social media marketing activities of the case company, goes through the desired goals for next year and analyses the field.

3.1 Social Media Marketing Plan Development process

The social media plan development process is described in figure 3.

The development process starts with analyzing the situation of the company's current social media marketing. Then the preferred social media channels are determined and after that the desired goals for social media marketing are defined. After that a social media marketing strategies can be defined which leads to the social media marketing plan.

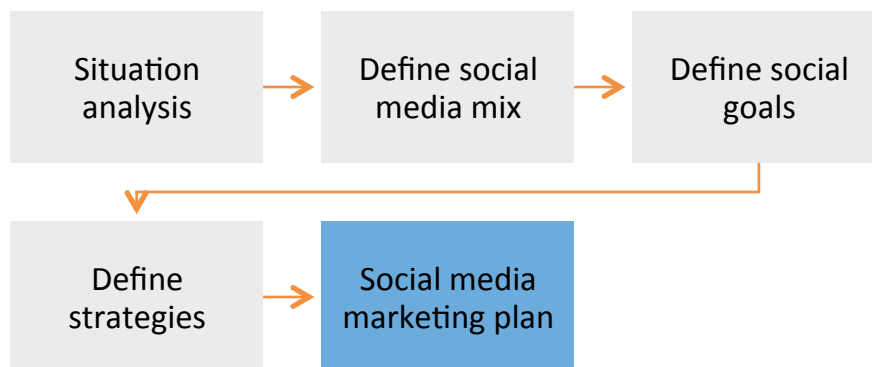


Figure 3 Social media marketing plan development process. (Helanen 2017.)

3.2 Project planning steps

The steps to achieve the project objectives are described in figure 4 below.

Project task	1. Company overview	2. Social media marketing research	3. Social media marketing plan	4. Project evaluation
Source	Interviews with company representatives	Books, articles, blogs, websites	Existing plans and study	Myself, thesis mentor
Project management method	Interview	Studying	Study implementation	Evaluation
Task outcome	Current situation and goals in marketing	Understanding of social media marketing	Social media marketing plan	Corrections
Project outcome	Social media marketing communication plan			

Figure 4. Research methods (Helanen 2017.)

This project consists of 4 different tasks that in the end form the final project outcome, the social media marketing plan.

Task one is the company overview, in which the outcome is to understand the current situation and marketing goals of the company. To complete this task an interview questionnaire was sent to three different company representatives. (Appendix 1)

Task two is to research social media marketing as a whole and to gain understanding about the industry. This task was completed by studying related material.

Task three is to create the actual social media marketing plan by studying existing plans and implementing studied subjects. (Appendix 2)

The fourth task is the evaluation of the work, and implementing changes suggested by the thesis advisor.

The final project outcome is the ready social media marketing plan

3.3 Current Social Media Marketing Plans and Goals

To gain knowledge about the case company's current social media marketing plans and goals a questionnaire was sent to the company representatives on October 27, 2017.

(Appendix 1) The questionnaire includes questions about social media marketing and the platforms that the company uses at the moment.

The company representatives noted in their answers in the questionnaire that there has been no clear predetermined goal in the past for social media marketing, and the current social media plan is to "splatter a bit here and there". They say that they realize the need for a plan, but have only recently come up with one. (Appendix 1)

The CEO of iHelp Finland told on the questionnaire (appendix 1) that the basic "unwritten" goal for the company's social media marketing has been to raise awareness, and through that sales for the company. The goals are supposed to be met by creating content to different social media platforms. These goals have not been written goals. (Appendix 1)

When asked if the paid social media campaigns are creating actual results, the answer was yes. For example a discount campaign that lasts a week and is promoted on social media always shows positive results in sales. (Appendix 1)

The non paid campaigns and posts do not show the same results, and they are not supposed to. The free content is meant to show results in a longer term. (Appendix 1)

When asked to rank the current social media platforms from the most important to the least important, the company representatives listed the following: Facebook, Instagram, Twitter, and YouTube. (Appendix 1)

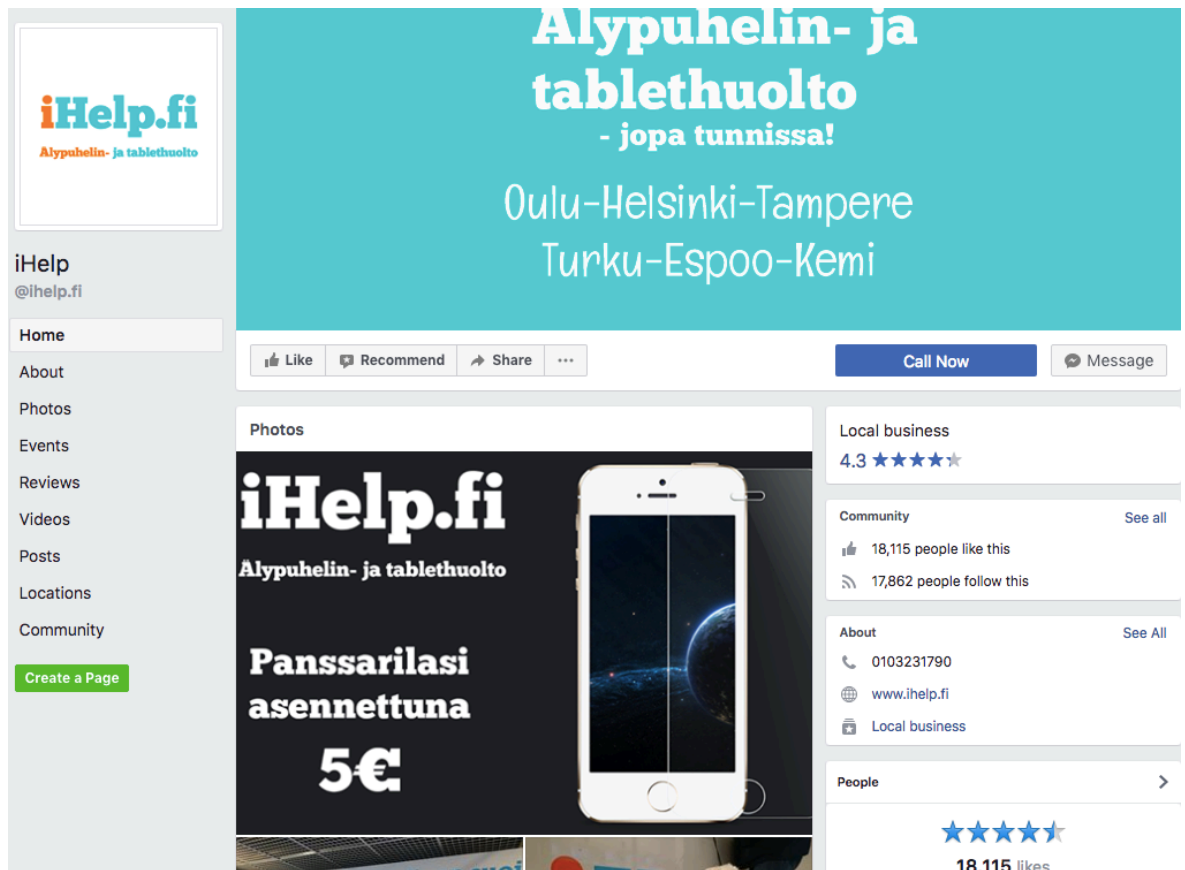
The marketing of iHelp has been done by several different marketing agencies in the past, but that has not been beneficial enough in comparison to the costs. Now all the marketing is handled in house by a specific person. Only some picture and video editing services are bought outside. (Appendix 1)

The company's representatives say that social media marketing is used in the company in a growing matter. At the moment about 30% of all the marketing of the company is done in Facebook. iHelp Finland is active in four different social media platforms, Facebook, Instagram, YouTube and Twitter. (Appendix 1)

The next chapter discusses each of the social media platform in more detail.

3.3.1 Facebook

The most used platform is Facebook, with 18115 likes. The company uses Facebook to post announcements, pictures and to promote competitions. Customers can also interact with the company's customer service through Facebook. Facebook posts are not regular, and the amount of time between posts vary from days to months. In Facebook iHelp has both paid and free marketing content. Some of the posts are sponsored to gain more audience, and some are posted without sponsoring. Below is a picture of iHelps Facebook profile



Picture 1. iHelp Facebook page (Facebook 2017.)

3.3.2 Instagram

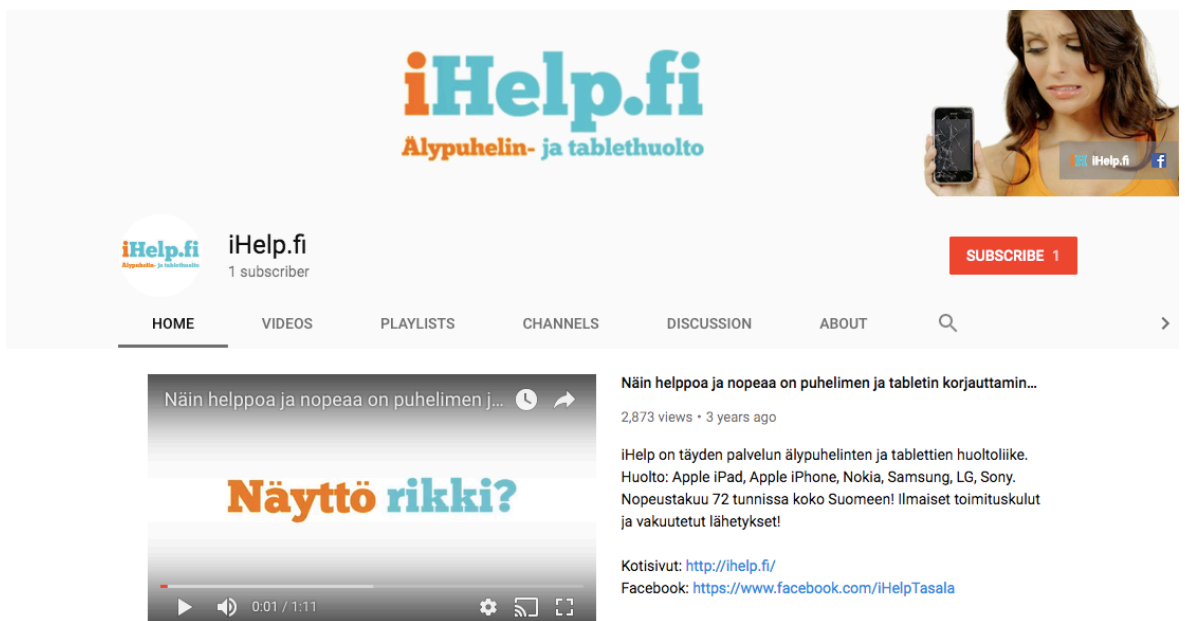
Instagram is the second most used social media platform with 413 followers. On Instagram the company shares mostly same content as on Facebook. The company does paid marketing also on Instagram. iHelp has total of 49 published pictures on Instagram. The publishing time line also varies and the posts are not published for example twice a week. Picture of the company's Instagram profile can be found below



Picture 2 iHelp Instagram profile (Instagram 2017.)

3.3.3 YouTube

The company's YouTube page only has one permanent subscriber and has 5 videos. The most watched video was uploaded 3 years ago and has 2873 views. The more recent videos have all under 50 views. The page has links to the homepage of the company and to the Facebook page. Picture of the company's YouTube page below



Picture 3 iHelp YouTube page (YouTube 2017.)

3.3.4 Twitter

Twitter iHelp has been in Twitter since 2013, but the amount of tweets by the company is still small, total of 71. The number of tweets this year is only 10, the first being tweeted in october. Picture of the company's Twitter profile below



Picture 4 iHelp Twitter profile (Twitter 2017.)

3.3.5 Blog

iHelp manages its own blog on their website. The blog consists of posts about the mobile phone industry. Topics are for example how to transfer data from a phone to another, announcements about discount campaigns, information about insurances, and company merge news. This year there have been 9 different blog posts on the site. The first post was posted on January, and the six latest have been uploaded in one month's time span. This shows that there is no schedule about when to post. A picture of ihelp's blog page below.

Miten saan puhelimen kuvat tietokoneelle kun näyttö on rikki?

30.9.2017 16.15

Kosketusnäyttö rikki – miten saan kuvat puhelimesta tietokoneelle?

Puhelimen lukituskuvio tai pääsykoodi pitää avata ennen kuin voit siirtää valokuvat ja videot tietokoneellesi. Miten lukituksen voi avata, kun näyttö on mennyt rikki?

Android puhelimeen voi liittää tavallisen tietokoneen hiiren. Sen avulla voit avata puhelimen lukituksen tai tehdä siitä varmuuskopion, vaikka kosketusnäyttö ei puhelimesi enää toimita. Tämä kyseinen toiminto on Android puhelimissa – ei siis onnistu iPhone tai Lumia kanssa. Huomioithan myös, että tämä vaatii onnistuakseen sen, että näyttöön tulee kuva.



Picture 5 iHelp blog page (iHelp 2017.)

4 Background Information for The Social Media Marketing Plan

The following chapter discusses the case company's social media marketing goals for the coming year and has a SWOT analysis of the company. This information is used when creating the social media marketing plan. The finished plan can be found in Appendix 2.

4.1 Social Media Marketing goals for the coming year.

iHelp has five social media marketing goals for the coming year. (Appendix 1)

- The first goal is to increase sales and sales leads with the help of social media marketing
- The second goal is to increase the professional image of the company
- The third goal is to increase the social media follower base by 100%
- The fourth goal is to increase social media recommendations from customers.
- The fifth goal is to increase media and customer interest through blogging

4.2 SWOT analysis

Kotler explains SWOT analysis so that it evaluates the company's overall strengths, weaknesses, opportunities and threats.

Strengths are the capabilities, resources and positive situational factors that help the company to serve customers and achieve objectives. The weaknesses are the internal limitations and negative situational factors that can limit the company's performance. Opportunities are described as favorable factors or trends in the external environment that may give an advantage to the company. The threats are unfavorable external factors or trends that may present challenges. (Kotler et al. 2013, 54-55)

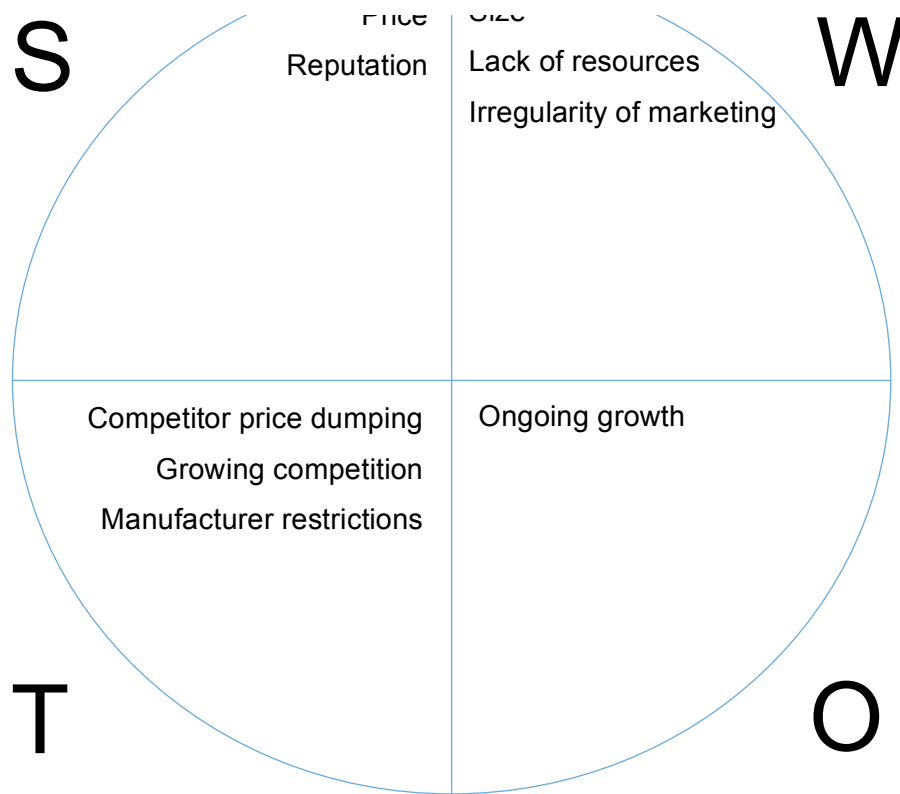


Figure 5 iHelp Swot analysis (Helanen 2017.)

The biggest strengths of iHelp are its ability to compete in pricing against other competitors and its good reputation on the industry amongst customers. The company is able to usually maintain lower prices than the biggest competitors and still be profitable. The company also has a good reputation and is often recommended by customers.

The weaknesses of the company are its size, the lack of resources and the irregularity it has in marketing. The company is quite small compared to its biggest competitors and has less visibility than the others. The company also lacks the resources the competitors have, for example in marketing. There is less money to make big ad campaigns on tv and streets to gain visibility as the larger competitors do. Irregularity of the company's marketing is also a weakness, as there has been no actual marketing plan, and the marketing has been done on a feel basis.

The biggest opportunity of the company is its ongoing growth. The company is steadily growing, expanding, and gaining more influence on the industry.

The threats that the company is facing are competitor price dumping, growing competition and manufacturer restrictions. The industry is growing all the time, and the growth also brings new players to the market. New companies have to be able to compete with the bigger players and that usually means that they offer their services at a significantly lower prices. Manufacturer restrictions are also a big threat to the company, as large manufac-

turers like Apple are systematically making their products harder to repair by the third-party repair companies.

5 Discussion

This chapter discusses about the thesis process and the outcome. First the project is evaluated and discussed. Then limitations and further research suggestions and learning reflections are introduced later.

5.1 Outcome

The outcome of this product based thesis is a social media marketing plan for iHelp Finland.(Appendix 2) The plan was created by combining theoretical research, desktop research, analyzing competitors and interviewing the case company representatives.

The plan works as a set of guidelines for social media marketing. It includes guides about the social media platforms the case company is active in and introduces new tools that the company can utilize in order to make their social media marketing more effective. As the company did not have any previous marketing plans, this product will help them to create one that best suits their needs. The product also includes information about topics such as crisis management and content bank.

All of the social media platforms mentioned in the product, are used by the company, some more than the others. The platforms offer multiple different ways to do marketing and follow up the results. The case company is not active in all the platforms, but the idea of this plan is to suggest them ways to develop their marketing efforts in each of the social media sites.

The plan was made in a handbook format, so that it is easy to read and not too long. It has detailed information, but it is built in a clear way.

5.2 Further research and limitations

It is highly recommended that the company does their own research on their target markets and the possible demographics they plan to target their marketing to. This helps the company in creation of their social media marketing material.

This thesis did not involve search engine optimization (SEO). The company should re-search how all the social media marketing efforts might be beneficial in the SEO.

The thesis only dealt with the social media platforms that the company is currently using. There are multiple different social media platforms that can be used in marketing.

Due to time limitations, no social media metrics tools were introduced in the thesis. The company should research them more in order to get the most out of their marketing.

5.3 Learning Reflections

During the process I have learned many new things about social media marketing and social media platforms. As social media marketing is something I have been interested for a long time, taking time to do theoretical research has really been beneficial for me.

The process was not easy and as the world of social media is constantly changing the amount of theoretical information collected for the thesis was huge. It was hard to know which information to include and what to leave out, and a lot of re-writing had to be done. A lot can change in a year or two in this industry. This taught me to efficiently compare and combine different theoretical sources in order to see the full picture.

Personally this thesis is the first major project that I have done by myself, so I have learned a lot about writing reports, collecting information and trying to manage time lines in general.

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Appendix 1 Company interview

Interview questions asked from company representatives Ville Tasala, Mikko Koskimäki and Vesa-Pekka Venho

1. How large part of the company's marketing is done in social media?
2. In what social media channels iHelp is present?
3. In what social media channels iHelp does marketing?
4. In what social media channels iHelp does paid marketing?
5. In what social media channels iHelp does free marketing?
6. Does iHelp have clear goals in social media marketing? (such as generating more sales)
7. If there are goals, tell about them.
8. Do the paid marketing campaigns generate clear results?
9. Do the free marketing campaigns generate clear results?
10. Does iHelp have a person responsible for social media marketing, or is that out-sourced?
11. Does iHelp currently have a social media marketing plan?
12. List the following social media channels from the most important to the least important in a marketing point of view: Facebook, Instagram, YouTube, Twitter.
13. Does iHelp have a blog?
14. What are the goals of the blog?

Appendix 2 Social Media Marketing plan

Social Media Marketing Plan 2018

Ville Helanen
November 2018

iHelp.fi

Älypuhelin- ja tablethuolto



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Social Media Marketing Goals 2018

1. Increase sales leads through social media
2. Increase professional image
3. Increase social media follower base
4. Increase social media recommendations
5. Increase media and customer interest through blogging



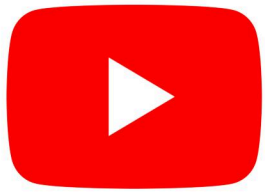
iHelp Social Media Mix



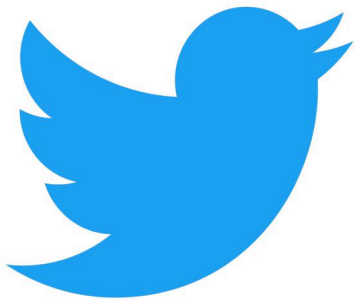
iHelp



@ihelp.fi



iHelp.fi



@iHelp_fi



iHelp.fi/blogi



Facebook

What to post

- Original marketing content (photos & videos)
- Industry related news stories
- Blog posts
- Company announcements

Good to know

New content should be posted regularly, but not too often to be considered as spam.

3-4 times per week is optimal

Content should be uniform and good quality

Useful tips

Utilize Facebook Offers. Offers can be redeemed from your Facebook page and they encourage people to buy from your webshop. Users can subscribe to your offers to get notified every time a new offer is active. Offers can be scheduled and the results are easy to track.



Use hashtags. Create and use your own hashtags throughout all of your social media channels.

Maintain landing page. Make sure to update your landing page often. Keep it fresh and professional

Links to your website. To make sure that the potential leads from social media are not lost, include links to your Facebook posts that take the users to your website.

Interactive contests. In addition to regular Facebook lotteries, try to get your followers to interact with you by hosting photo or story contests.



Instagram

What to post:

- Photos
- Short videos

Good to know:

Keep videos short and simple

Visualization is important

Post new content 3-4 times a week

Useful tips:

Use hashtags. Create and use your own hashtags throughout all of your social media channels.

Invest money. Invest some money to get popular users to promote you.

Tell stories. In addition to regular marketing content, share photos of everyday things that happen in your company. This makes your Instagram more interesting and it makes the company look down to earth.



Youtube

What to post:

- Long informative videos

Good to know:

Make high quality professional looking videos

Use the right equipment

Invest time to create good content

Post less often than in other social medias 1-3 videos per month

Useful tips:

Longer life span. Youtube videos often have a longer lifespan than the content in other social medias. These videos are something that the customers can come back to see. Invest time and effort in shooting and editing. Videos do not need to be posted as often as content in other social medias.



Twitter

What to post:

- 140 character long texts
- Pictures
- Videos
- Links

Good to know:

Tweets should be kept short

You can do polls to get Twitter users to interact with your tweets and get opinions

Use Hastags

Useful tips:

Use Hashtags. Use the same hashtags in Twitter that you use in other social medias, but also use other relevant hashtags.

Use visuals. By adding pictures, GIFs or videos to your tweets, it is more likely that people react to them.

Retweet. Share tweets from other users that you find interesting or relevant to your business.



Reply. By replying to tweets that concern your business, you can communicate with the customers and build a good reputation.



Blog

What to post:

- Industry related texts concerning a current topic or your business.
- Videos and pictures

Good to know:

Blogging is a good way to create search engine hits. Everytime a new blog post is published, a new web page is created inside your existing web page. In blogs keywording is important, and the more you have keywords in your blog, the more likely it is to come up on peoples searches.

Useful tips:

Keywords. Try to include many popular keywords to the blog post. This can be done by writing them inside the text, or adding them after the text in to a keywords section.

Media. A well written blog post can get medias attention.

Write in advance. Write different blog posts in to your social media content bank, so you can use them later on. Writing a blog post takes time and by writing then in advance will make sure you don't have to write them in a hurry.



Crisis Management

Crisis management is an important part of the social media plan. Without a functioning, well planned crisis management plan, things can easily go wrong.

Crisis management plan is a written set of guidelines that inform employees of how to react and act when unfavorable things happen.

It is important not to leave negative comments and user reviews without attention. This can seem like the company does not care about negative comments. When you plan before how to handle negative issues in social media, it is easier to handle them.

Crisis management should be handled by pre determined personnel, but the crisis management plan should be available for all the employees, in case they have to act in a situation themselves.



Social Media Content Calendar

Social media content calendar helps you to plan all the social media marketing activities in advance. You can nominate a person or a team to be responsible of the content postings to social media. Together with social media content bank and the calendar, you can reduce time spent on social media marketing and maximize the effectiveness.

Example of a social media content calendar

December						
M	T	W	Th	F	Sat	Sun
1 Here's our Cyber Monday deals!	2 Facebook: Thank customers for shopping small on Small Biz Saturday	3 Pinterest: Create 3 boards with gift ideas	4	5 Instagram: Post a photo of employees unpacking new holiday inventory	6 Monthly Newsletter: Gift ideas	7
8 Email promotion: free stocking stuffer w/ purchase	9	10 Facebook: Share a link to your gift idea newsletter	11 Instagram: Post a holiday #TBT	12 Facebook: Link to Pinterest board of gift ideas	13	14
15	16 Facebook question: Who in your family is hardest to shop for?	17	18 Facebook: Remind people about your extended holiday hours	19 Instagram: Snap a photo of holiday gift packages	20 Email: last chance for free shipping	21
22 Link to Pinterest board of stocking stuffers	23 Email promotion: stocking stuffer offer ends today	24 Christmas Eve	25 Christmas	26	27	
29	30	31 New Year's Eve				

regular communication

social media

promotional communication

holiday/event affecting business

deadline-driven communication



Social media content bank

Social media content bank is a bank where you can store templates and pictures of content you want to share in social media. The bank is extremely useful when planning for the next months social media marketing activities.

Content can be uploaded in to the plan before the next month and it can be sorted so that persons in charge of social media marketing can easily find the content that needs to be published for specific times.

Content bank comes especially handy when writing blogs. Multiple blog posts can be written in advance about specific subjects and released when convenient.

What do you need:

Google drive or similar cloud service that is shared among persons in charge of marketing.

Images and videos that are used in social media marketing.

Upload material to separate files named after the content (for example "Facebook" -> "Contest photos" or "pictures of broken phones")

Keep the content bank up to date, so you do not have to use the same material too often.



Evaluation

Always analyze the results of social media marketing. The effectiveness of each campaign should be evaluated after it has ended. To make evaluation possible, always decide the key performance indicators before the campaign. These can be for example direct sales leads from Facebook. It is good to reserve a certain date in the social media content calendar for both planning the next month and to evaluate the last month.

Always keep statistics of your campaigns so that in time you learn what works and what doesn't.

In long term the evaluation statistics will save time and money for the company.



Suggestions for iHelp

In order to have successful social media marketing the following suggestions are made to iHelp :

- 1) **Research your target market** to know what topics might interest them.
Trying to market to everyone does not work. Target specifically your pre determined target audience
- 2) **State your key performance indicators (KPI).**
What do you want your marketing efforts to accomplish?
- 3) **Write a social media marketing playbook** that has detailed KPI's, target audience profiles, campaign concepts, promotional events, contests, content themes, crisis management steps. *These should be unique for each social media platform.*
- 4) **Assign responsibilities.** Who is in charge of posting content, who is responding to comments, who is evaluating, etc.
- 5) **Post frequently.** Make schedules for posting social media content
- 6) **Assign time for social media marketing.** At least an hour per week or month for the persons responsible to schedule content release.
- 7) **Create a content bank.** Content bank helps the persons in charge of social media to easily create new content that looks consistent and is done according the company image.
- 8) **Treat social channels separately.** Do not post the same content to all of the social media channels.
- 9) **Scheduled reporting.** Decide a time span for your reporting. Do you want to know the metrics weekly, monthly, etc.
- 10) **Reanalyze.** If something in the plan is not working, try to determine it by testing different kind of content.